

**Your Fastest Link to the European Market** 



Flanders Investment & Trade

Government of Flanders - Belgium

# How to Approach Doing Business in Europe

- Assess Your Business Needs!
  - Location
  - Transport Infrastructure
  - Human Capital
  - Tax Benefits & Fiscal Incentives
  - Sustainable Growth for Major Industries
  - State-of-the-art Research Centers
  - Density of Knowledge Clusters
  - What do other companies say?
  - Quality of life
  - Professional Support in Setting Up Operations



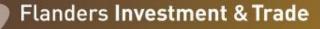
# **Belgium: Key Statistics**

- Brussels: Capital of Belgium & Flanders
  - Headquarters of the EU
  - Home to international government agencies & NGOs
  - Corporate location of multi-national companies
- Population: 10.6 MM
  - Flanders 60%
  - Brussels 10%
  - Wallonia 30%
- Language: Dutch (60%); French (40%); German (<1%)</li>
- Education: 47% of 20 24 age group are in higher education = one of the most productive workforces in the world



## **Belgium: Key Statistics**

- Beer: 800+ beer choices & 450+ brands;
   \*Belgians drink 150 liters per person annually
- Chocolate: produce 220,000 tons (48 lbs. per person)
- Brussels sprouts: really come from Belgium
- Belgian Waffles & Bakeries are world famous
- Belgian motorways are visible from the moon!



# Flanders - Belgium: Your Gateway to Europe

### A Prime Business Region

- Unique central location crossroads of Europe
- Market access: Excellent infrastructure & connectivity
- Ease of setting up a company
- Multilingual, highly educated, productive & loyal labor force
- Flexible customs regulations
- Business friendly: generous tax incentives
- High quality of life





## Flanders: The Logistics Edge

#### **The Big Picture**

- Access to the largest one-day-market in Europe: main markets can be served within 24 hours
- 4 International seaports: Antwerp, Ghent, Zeebrugge, Ostend
- Excellent road, rail & inland waterway connections
- Brussels Airport is one of Europe's largest cargo terminals
- 400 European Distribution Centers (average 3 EDCs every 3.5 sq. miles)



# Flanders' Logistics Edge: What Others Say



"For a European logistics center such as Nike's, Flanders is the ultimate location. ...at the center of European spending power...excellent connections to clients in the EMEA region. ...the best location in Europe."

- Luc Hooybregs General Manager Nike ELC Laakdal



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### Flanders Investment & Trade

### Thank You!

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